

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

KUTV-TV Salt Lake City-Ogden

**Date:**

10/8/2012

I, Media Strategies and Research,

being/on behalf of: Jim Matheson, a legally

qualified candidate of the Democratic political

party for the office of: U.S. Congress

in the General

election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		SEE ATTACHED SCHEDULE			
Date of First Broadcast:			Date of Last Broadcast:		
Monday, October 22, 2012			Sunday, October 28, 2012		

**Total Charges: \$10,255.00**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Matheson for Congress

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Allen Sims

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

Monday, October 08, 2012

Date



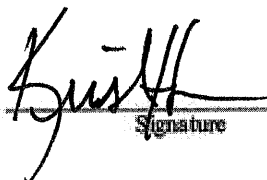
Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

KRISTEN HENDERSON

Printed Name

POLITICAL ADVERTISING SPECIALIST

Title



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Media Strategies & Research-Denver  
1580 Lincoln St  
Ste 510  
Denver, CO 80203-1507

### Contract # 1390595

#### Schedule Dates

10/22/12-10/28/12

#### Advertiser

Matheson for Congress (73730)

#### Agency

Media Strategies & Research-Denver (1374)

#### Product

POLITICAL CANDIDATE (ns) (1186)

#### Brand

ADD TO 10-22 THRU 10-28 (479205)

#### Salesperson

Henderson, Kristen (2948)

#### Sales Office

KUTV/KMYU

#### Buyer Name

COLLINS,SUZANNE

#### Phone/Fax

/

#### CPE

12440

#### Account Types

Local/Political Candidate Agency BRD

#### Billing Type

Standard

#### Comments

Date Entered 10/08/12

Last Modified 10/08/12

Entered By Kristen Henderson

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$1,538.25

Net Total \$8,716.75

Sales Tax

**Salt Lake City (KUTV)**  
By Broadcast Month  
Oct. 2012 19 \$10,255.00  
Grand Total: 19 \$10,255.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	10/23/12-10/26/12	3	:30	5A- News-2 News This Morning Sa	1		1			1			2	\$100.00	\$200.00	Salt Lake City (KUTV)		10/8/12
2.0	Normal Line / News	10/22/12-10/25/12	3	:30	5:28-30A- News-2 News This Morning 530a	1	1		1	1				3	\$150.00	\$450.00	Salt Lake City (KUTV)		10/8/12
3.0	Normal Line / News	10/23/12-10/23/12	3	:30	6A- 8A (MST)	1	1							1	\$550.00	\$550.00	Salt Lake City (KUTV)		10/8/12
4.0	Normal Line / SPOT	10/22/12-10/22/12	1	:30	10:58-11A- CBS-The Price Is Right	1	1							1	\$700.00	\$700.00	Salt Lake City (KUTV)		10/8/12
5.0	Normal Line / SPOT	10/24/12-10/24/12	5	:30	3P- Ricki Lake	1		1						1	\$150.00	\$150.00	Salt Lake City (KUTV)		10/8/12
6.0	Normal Line / News	10/22/12-10/26/12	5	:30	3:58-15P- News-2 News at 4p	1	1				1			2	\$135.00	\$270.00	Salt Lake City (KUTV)		10/8/12
7.0	Normal Line / News	10/23/12-10/25/12	3	:30	4:30P- News-2 News at 430p	1		1	1	1				2	\$200.00	\$400.00	Salt Lake City (KUTV)		10/8/12
8.0	Normal Line / News	10/22/12-10/26/12	1	:30	4:59-20P- News-2 News at 5p	1	1		1	1				3	\$900.00	\$2,700.00	Salt Lake City (KUTV)		10/8/12
9.0	Normal Line / Prime	10/28/12-10/28/12	1	:30	8P- CBS-The Good Wife (Sunday)	1							1	1	\$3,000.00	\$3,000.00	Salt Lake City (KUTV)		10/8/12
10.0	Normal Line / News	10/27/12-10/27/12	3	:30	10P- News-2 News at 10p	1							1	1	\$650.00	\$650.00	Salt Lake City (KUTV)		10/8/12

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

*[Signature]*

10/10/12

PAYMENT RECEIVED



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Media Strategies & Research-Denver  
1580 Lincoln St  
Ste 510  
Denver, CO 80203-1507

## Contract # 1390595

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COLLINS,SUZANNE

### Phone/Fax

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Date Entered 10/08/12  
Last Modified 10/08/12  
Entered By Kristen Henderson  
CO-OP No  
Headline #  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$1,538.25  
Net Total \$8,716.75  
Sales Tax

## Salt Lake City (KUTV)

By Broadcast Month	Spots	Rate
Oct. 2012	19	\$10,255.00
<b>Grand Total:</b>	<b>19</b>	<b>\$10,255.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / News	10/28/12-10/28/12	3	:30	10P- News-2 News at 10p								1	1	\$900.00	\$900.00	Salt Lake City (KUTV)		10/8/12
12.0	Normal Line / SPOT	10/25/12-10/25/12	3	:30	10:37P- CBS-The David Letterman Show					1				1	\$285.00	\$285.00	Salt Lake City (KUTV)		10/8/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



# Station Order Revised Add to Schedule

## Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

Estimate ID

**Flight Dates:** Monday, October 22, 2012 to Sunday, October 28, 2012

12440

**Contact:** Kristen Henderson

**Phone:** 801-839-1234

**Email:** KHenderson@kutv2.com

**Fax:** 801-839-1101

**Direct:** 801-839-1119

### KUTV-TV

Program Name	Days		Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
	DP	Length		Oct 22	Oct 23	Oct 24	Oct 25	Oct 26	Oct 27	Oct 28	
KUTV 5a News	EM	M-F	\$100.00		1			1			2
5:00 AM 5:30 AM		30	\$200.00								
Sold out at LUR per KUTV. Move to L1 to clear.											
KUTV 5:30a News	EM	M-F	\$150.00	1		1	1				3
5:30 AM 6:00 AM		30	\$450.00								
Sold out at LUR per KUTV. Move to L1 to clear.											
KUTV 6a News	EM	M-F	\$550.00		1						1
6:00 AM 8:00 AM		30	\$550.00								
Sold out at LUR per KUTV. Move to L1 to clear.											
Price is Right	DT	M-F	\$700.00	1							1
9:00 AM 10:00 AM		30	\$700.00								
Sold out at LUR per KUTV. Move to L1 to clear.											
Ricki Lake	EF	M-F	\$150.00			1					1
3:00 PM 4:00 PM		30	\$150.00								
KUTV 4p News	EN	M-F	\$135.00	1				1			2
4:00 PM 4:30 PM		30	\$270.00								
KUTV 4:30p News	EN	M-F	\$200.00		1		1				2
4:30 PM 5:00 PM		30	\$400.00								
Sold out at LUR per KUTV. Move to L2 to clear.											
KUTV 5p News	EN	M-F	\$900.00	1		1		1			3
5:00 PM 5:30 PM		30	\$2,700.00								
Sold out at LUR per KUTV. Move to L1 to clear.											
The Good Wife	PT	Su	\$3,000.00							1	1
8:00 PM 9:00 PM		30	\$3,000.00								
Sold out at LUR per KUTV. Move to L1 to clear.											
Saturday 10p News	LN	Sa	\$650.00						1		1
10:00 PM 10:35 PM		30	\$650.00								
Sold out at LUR per KUTV. Move to L2 to clear.											
Sunday 10p News	LN	Su	\$900.00							1	1
10:00 PM 10:35 PM		30	\$900.00								
Sold out at LUR per KUTV. Move to L2 to clear.											
Letterman	LF	M-F	\$285.00				1				1
10:35 PM 11:35 PM		30	\$285.00								
Sold out at LUR per KUTV. Move to L2 to clear.											

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 10/8/2012 1:57:29 PM

KUTV-TV

Page 1 of 2

suzannel@mediastategies.com



# Station Order Revised Add to Schedule

## Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

Estimate ID

**Flight Dates:** Monday, October 22, 2012 to Sunday, October 28, 2012

12440

**Contact:** Kristen Henderson

**Phone:** 801-839-1234

**Email:** KHenderson@kutv2.com

**Fax:** 801-839-1101

**Direct:** 801-839-1119

### KUTV-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Oct	Oct	Oct	Oct	Oct	Oct	Oct	
				22	23	24	25	26	27	28	
Station Gross Totals			\$10,255.00	4	3	3	3	3	1	2	19

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastrategies.com

Date/Time Sent: 10/8/2012 1:57:30 PM

KUTV-TV

Page 2 of 2



# Station Order Add to Schedule Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

Estimate ID

**Flight Dates:** Monday, October 22, 2012 to Sunday, October 28, 2012

12440

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**Email:** KHenderson@kutv2.com

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## KUTV-TV

Program Name	Days	DP	Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Oct 22	Oct 23	Oct 24	Oct 25	Oct 26	Oct 27	Oct 28	
KUTV 5a News	EM		M-F	\$100.00		1			1			2
5:00 AM 5:30 AM			30	\$200.00								
Highly pre-emptible at LUR per KUTV. Move to L2												
KUTV 5:30a News	EM		M-F	\$150.00	1		1	1				3
5:30 AM 6:00 AM			30	\$450.00								
Highly pre-emptible at LUR per KUTV. Move to L2												
KUTV 6a News	EM		M-F	\$550.00		1						1
6:00 AM 8:00 AM			30	\$550.00								
Highly pre-emptible at LUR per KUTV. Move to L1												
* Price is Right	DT		M-F	\$300.00								1
8:00 AM 12:00 PM			30	\$300.00								
Highly pre-emptible at LUR per KUTV. Move to L2												
Ricki Lake	EF		M-F	\$225.00								1
3:00 PM 4:00 PM			30	\$225.00								
Highly pre-emptible at LUR per KUTV. Move to L2												
KUTV 4p News	EN		M-F	\$175.00		1			1			2
4:00 PM 4:30 PM			30	\$350.00								
Highly pre-emptible at LUR per KUTV. Move to L2												
KUTV 4:30p News	EN		M-F	\$200.00		1		1				2
4:30 PM 5:00 PM			30	\$400.00								
Highly pre-emptible at LUR per KUTV. Move to L2												
KUTV 5p News	EN		M-F	\$900.00					1			1
5:00 PM 5:30 PM			30	\$900.00								
Highly pre-emptible at LUR per KUTV. Move to L1												
KUTV 5p News	EN		M-F	\$400.00			1		1			2
5:00 PM 5:30 PM			30	\$800.00								
Highly pre-emptible at LUR per KUTV. Move to L2												
Ent Tonight	PA		M-F	\$475.00				1				1
6:30 PM 7:00 PM			30	\$475.00								
Highly pre-emptible at LUR per KUTV. Move to L2												
The Good Wife	PT		Su	\$1,200.00							1	1
8:00 PM 9:00 PM			30	\$1,200.00								
Highly pre-emptible at LUR per KUTV. Move to L2												
Saturday 10p News	LN		Sa	\$650.00						1		1
10:00 PM 10:35 PM			30	\$650.00								
Highly pre-emptible at LUR per KUTV. Move to L2												

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 10/8/2012 9:05:46 AM

KUTV-TV

Page 1 of 2

suzannel@mediastراتيجies.com



## Station Order Add to Schedule Matheson for Congress 2012

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Estimate ID

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12440

**Contact:** Kristen Henderson

**Phone:** 801-839-1234

**Email:** KHenderson@kutv2.com

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### KUTV-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Oct 22	Oct 23	Oct 24	Oct 25	Oct 26	Oct 27	Oct 28	
Sunday 10p News	LN	Su	\$900.00							1	1
10:00 PM 10:35 PM		30	\$900.00								
Highly pre-emptible at LUR per KUTV. Move to L2											
Letterman	LF	M-F	\$285.00				1				1
10:35 PM 11:35 PM		30	\$285.00								
Highly pre-emptible at LUR per KUTV. Move to L2											
<b>Station Gross Totals</b>			<b>\$7,685.00</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>1</b>	<b>2</b>	<b>20</b>

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 10/8/2012 9:05:46 AM

KUTV-TV

Page 2 of 2

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